

YIELD HITS THE ICE



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MARKETING

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THE PARTNER

IMG, originally known as the International Management Group, is a global sports and media business headquartered in New York City

TWI, IMG's television division, is the largest independent distributor and producer of televised sports, managing a library of more than 150,000 hours. TWI annually produces and distributes 6,500 hours of original programming in more than 200 countries covering over 200 sports, and also has involvement in digital sports and entertainment.

IMG is also commercially involved in an average of 11 major sports and cultural events around the world every day; represents the interests of major corporations; is the world's largest non-character licensing firm, and is a literary agency and book packager.

Stars on Ice uses Marketing Control Center to build online community and strengthen relationship with fans

YIELD-MCC was approached by IMG to design and develop an E-Newsletter and Online Contest for the Stars On Ice Tour, the largest figure skating event in the Canada. The tour travels across Canada, featuring the biggest names in the figure skating world. IMG shifted considerable internal resource towards an integrated online communications and promotions strategy to better leverage the community of fans supporting the tour.

THE SOLUTION

YIELD-MCC created, deployed, and tracked a monthly e-newsletter throughout the duration of the 2004-2005 tour. In addition, an online contest was created to increase registration, and build a permission-based online community of fans for ongoing communications.

The online contest helped drive the viral element of the campaign while the e-newsletter optimized the communication with the fan base.

Using the proprietary Marketing Control Center ASP platform, IMG was able to quickly and cost-effectively build the contest micro site, complete with registration form, database build for future communications, automated emails to participating fans, automated winner selection and notification, and customized reporting specific to the internal campaign management requirements.

Starting with an older in-house list of email registrants, YIELD-MCC was able to track hard and soft bounces, remove stale and/or inactive addresses, and refresh the community with an updated list of interested fans. Permission to communicate with the current fan base is now maintained in the MCC with full compliance to PIPEDA requirements.

Overall, the program enhanced the figure skating fan experience by allowing each fan to become a part of the tour from the first stop to the final farewell. To fully appreciate the robustness of the online strategy, visit www.starsonice.ca.

www.yieldtechnology.com

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THE DELIVERABLE

- ⇒ Assisted in developing an acquisition and conversion online marketing plan
- ⇒ The deployment of five e-newsletters leading up to the 2005 Stars on Ice Tour
- ⇒ Executed an online contest to educate and promote the Stars on Ice Tour.
- ⇒ Granular database segmentation of campaign results
- ⇒ Purged inactive/invalid subscribers from community list (scrubbed list)
- ⇒ Thorough post-campaign analysis and strategic forecasting

THE RESULTS

- ⇒ Online contest generated a 'buzz' enhanced by a viral 'tell-a-friend' feature
- ⇒ The campaign re-established and revitalized dialogue with Stars on Ice fan base
- ⇒ Restored the effectiveness of Stars on Ice community list as a marketing and communications vehicle
- ⇒ Provided multiple opportunities for sponsor visibility and branding
- ⇒ Allowed Stars on Ice to connect with a younger audience base
- ⇒ E-newsletter open and click-through rates were well above industry standards

MCC APPLICATION

- ⇒ E-Newsletter
- ⇒ Online Contest
- ⇒ Real-Time Tracking
- ⇒ Report Generator
- ⇒ Community Manager

“ The value of the community of skate fans maintained in the MCC is tremendous. I now have a base of loyal consumers who want to connect with their favorite athletes, and I have an easy and cost-effective way to stay connected with them. ”

Jodi Claire
IMG Canada
2004-2005 HSBC Stars In Ice Tour
presented by Smuckers

“ The tours website was able to deliver a solution that really involved the audience and helped us to showcase our sport to a younger demographic. I was very impressed with the results. ”

Steven Cousins
Professional Figure Skater
2004-2005 HSBC Stars In Ice Tour presented by Smuckers